



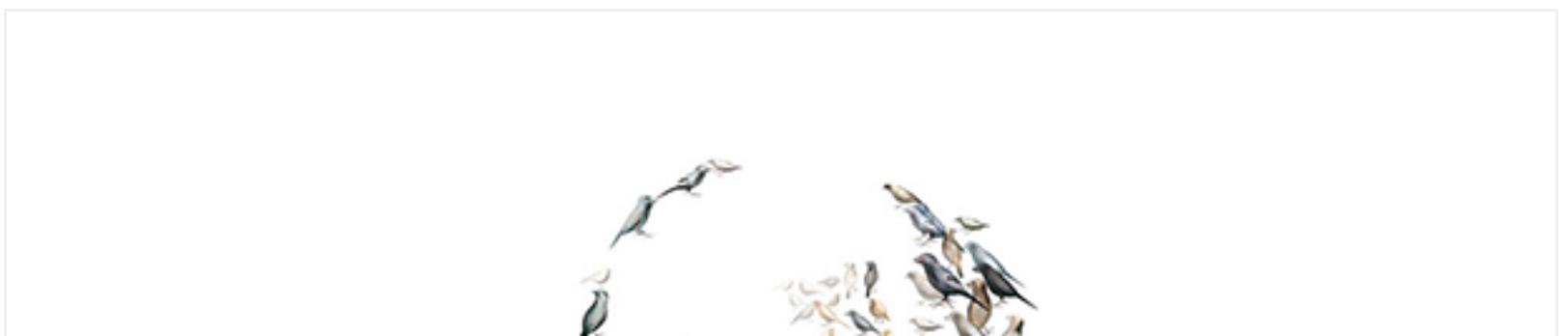
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ILLUSTRATION

Interview with Juan Hernaz About His Passion in Being Illustrator Along with Showcase of The Amazing Illustrations

20TH JANUARY 2015

Juan Hernaz - graphic designer and, specially, illustrator, working with local, national and international clients. He had developed many different projects, always looking for the best applying of the illustration as a powerful communication tool: posters, theater plays, children, young and adult books, book covers. Today we talk about his story, style and the way he gets inspired, along with a showcase of his amazing illustrations.



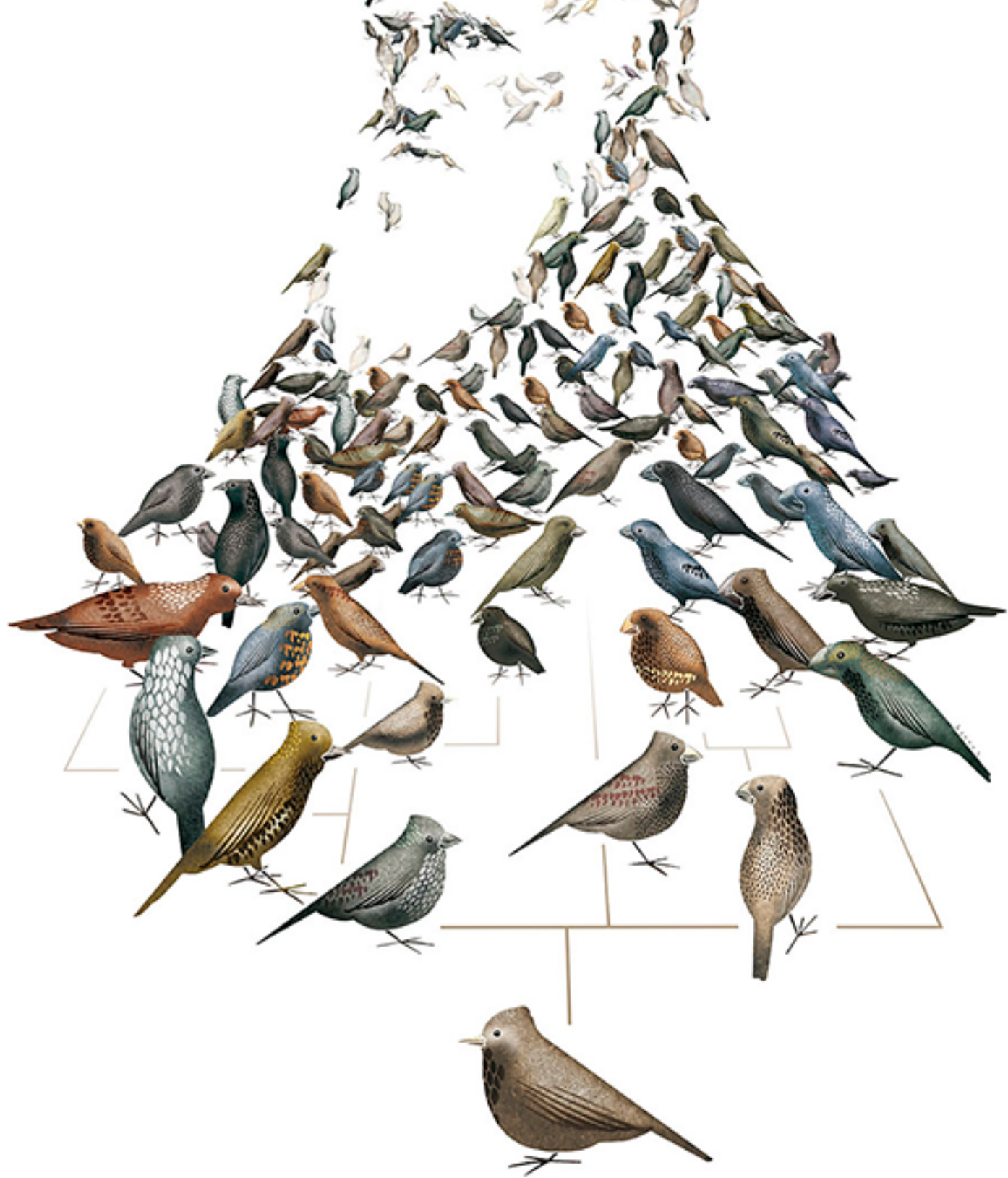


Illustration by Juan Hernaz

What is your story/background?

Juan Hernaz: *"I draw since I remember. Before start talking, I began to play with two of my future passions: drawing and animals. Since I was two or three years old, I loved artistic expression, filling dozens and dozens of notebooks with the way I saw everyday reality as well as the imagined reality, much more interesting and free. I started with classes of drawing and painting when I was nine years old and, finally, I studied the university degree in Fine Arts in Salamanca, where I graduated with honors in 1998. Since*

then my work has evolved to graphic design and illustration applied to advertising campaigns, brochures, posters, graphic identity, scenographic and creation of characters with various Spanish theater companies (that have reported several awards for this work in the field of illustration applied in interaction with actors) and, specially, children's picture books, a work that I deeply enjoy because of their capacity to create and recreate new and different worlds. Nowadays I keep intact my love for drawing and artistic expression, as well as my love for animals (my two golden retriever can assure this...)."





Illustration by Juan Hernaz



Cheshire

Illustration by Juan Hernaz



Illustration by Juan Hernaz

How can you describe your style?

Juan Hernaz: *"I don't believe in the style. At least I am not aware or do not care too much for it. Above all I strongly believe in the project and its communication needs, and I try to find the best way to transmit it, with independence of the concept "style". Some projects need more atmospheric illustrations, and I do; other projects need expressionist work, and I do; other need conceptual work, and I do... I think that, as a professional, my duty is to be able to, above all, manage different codes and analyze which is the best way or style to channel an idea and apply regardless of the barrier that can be one determined style. I think the style is somewhat useful, especially for its commercial connotations in the way that customers (and potential customers) will recognize your work, but, likewise, often can be a creative prison. I'm not interested on it."*

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Illustration by Juan Hernaz



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Illustration by Juan Hernaz

Where do you find inspiration?

Juan Hernaz: *"Above all, working. Working every day, on every project as if this project would be the only one in the world. I'm very methodic with my work: it is very important for me to collect as much information as possible, all the references I can find, know, know and see everything related with each project. Information is the basis of my work. And, moreover, I believe that, as Picasso said, 'if the inspiration exist, better if it finds me working'."*

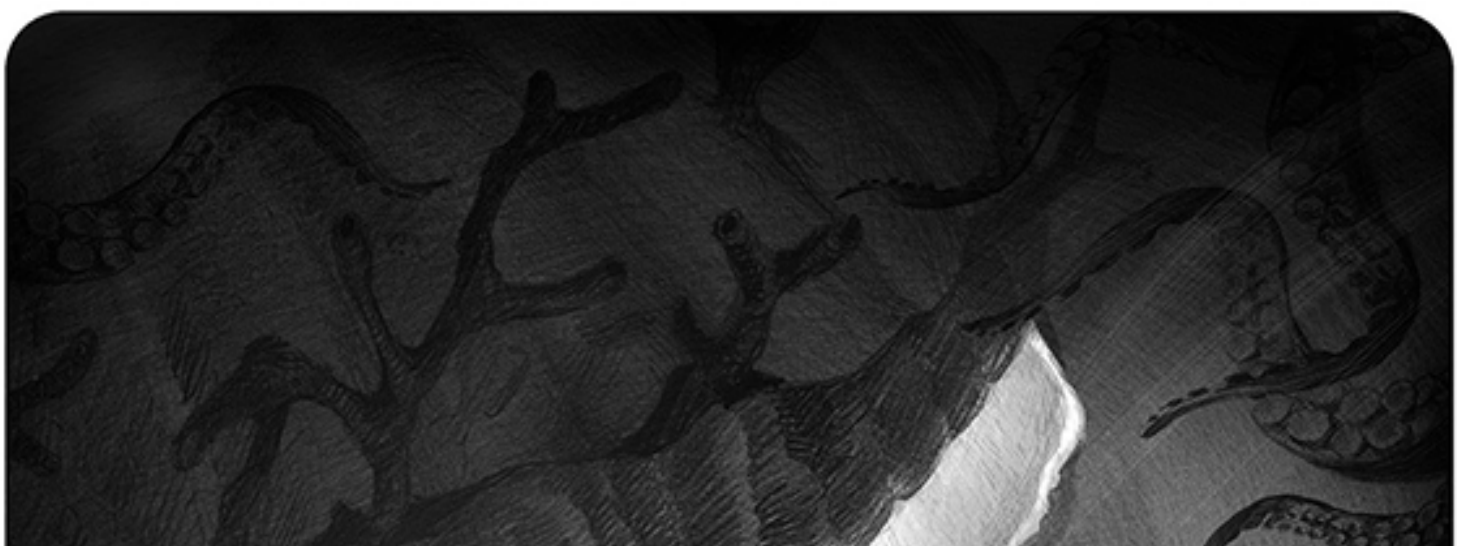




Illustration by Juan Hernaz



Una mágica historia
cargada de sensibilidad, ecologismo y esperanza

La vida de Budori Gusko

Kenji Miyazawa



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